CLAIMS

What is claimed is:

1. A method comprising:

evaluating a depression duration of a button, the button controlling a multimedia presentation device; and

performing a function of a plurality of functions upon the based upon the depression duration.

- 2. The method of claim 1, wherein evaluating the depression duration comprises: determining depression of a button; periodically incrementing a counter during the depression duration; and evaluating the counter value, upon termination of the depression of a button.
- 3. The method of claim 2, wherein some of the plurality of functions affect a favorite channel list, each channel positioned in the list arbitrarily.
- 4. The method of claim 3, wherein functions affecting the favorite channel list are selected from the group consisting of accessing, updating, programming and last channel.
- 5. A method comprising:

implementing a plurality of functions on a multimedia presentation device; and providing access to the plurality of functions through a single-button depression scheme wherein a button depression duration corresponds to one of the plurality of functions.

- 6. The method of claim 5 further comprising:

 providing a depression duration indicator, the depression duration indicator indicating a time of depression and a corresponding function.
- 7. The method of claim 5, wherein the plurality of functions affect a favorite channel list.
- 8. The method of claim 5, wherein a correspondence between button depression duration and a function is based upon an expected use frequency of the function.
- 9. The method of claim 8, wherein a function expected to be used less frequently corresponds to a shorter button depression duration than a function expected to be used more frequently.
- 10. A machine-readable medium containing instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:

evaluating a depression duration of a button, the button controlling a multimedia presentation device; and

performing a function of a plurality of functions upon the based upon the depression duration.

11. The machine-readable medium of claim 10, wherein evaluating the depression duration comprises:

determining depression of a button;
periodically incrementing a counter during the depression duration; and
evaluating the counter value, upon termination of the depression of a button.

- 12. The machine-readable medium of claim 11, wherein some of the plurality of functions affect a favorite channel list, each channel positioned in the list arbitrarily.
- 13. The machine-readable medium of claim 12, wherein functions affecting the favorite channel list are selected from the group consisting of accessing, updating, programming, and last channel.
- 14. A machine-readable medium containing instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:

implementing a plurality of functions on a multimedia presentation device; and providing access to the plurality of functions through a single-button depression scheme wherein a button depression duration corresponds to one of the plurality of functions.

- 15. The machine-readable medium of claim 14, further comprising: providing a depression duration indicator, the depression duration indicator indicating a time of depression and a corresponding function.
- 16. The machine-readable medium of claim 14, wherein the plurality of functions affect a favorite channel list.

- 17. The machine-readable medium of claim 14, wherein a correspondence between button depression duration and a function is based upon an expected use frequency of the function.
- 18. The machine-readable medium of claim 17, wherein a function expected to be used less frequently corresponds to a shorter button depression duration than a function expected to be used more frequently.
- 19. An apparatus comprising:

a processor having a memory coupled thereto, the memory having stored thereon executable instructions which, when executed by the processor, cause the processor to evaluate a depression duration of a button, the button controlling a multimedia presentation device, and perform a function of a plurality of functions upon the based upon the depression duration.

- 20. The apparatus of claim 19, wherein evaluating the depression duration comprises: determining depression of button; periodically incrementing a counter during the depression duration; and evaluating the counter value, upon termination of the depression of a button.
- 21. The apparatus of claim 20, wherein some of the plurality of functions affect a favorite channel list, each channel positioned in the list arbitrarily.

- 22. The apparatus of claim 21, wherein functions affecting the favorite channel list are selected from the group consisting of accessing, updating, programming, and last channel.
- A multimedia presentation device comprising:a television display;

a push-button control device to control the television display, the push-button control device providing access to a plurality of functions through a single-button depression scheme wherein a button depression duration corresponds to one of the plurality of functions; and

a favorite channel list, the favorite channel list containing a plurality of presettable program selections arbitrarily selected by a user.

24. The multimedia presentation device of claim 23, wherein one of the plurality of functions is a last channel function, the last channel function allowing the user to select a succession of previously-tuned channels from the favorite channel list.